

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method for providing a business-to-business network service for applications used by service providers, the method comprising ~~the steps of:~~

(a) —providing a central application capable of communicating with at least two applications over a public network;

(b) —providing a repository database for storing customer information that spans more than one of the service providers, wherein the service providers provide video rental services, wherein each service provider registers as clients with the central application through the at least two applications, and wherein the customer information comprises one or more of a list of business customers, a customer wish list, customer rental history, and customer evaluations; ~~and~~ receiving different customer information from each of the applications;

storing the customer information in XML format, and communicating between the rental applications and the network service using XML messages;

aggregating the customer information across the service providers;

(c) —allowing the applications to query the repository database through the central application, thereby making the customer information accessible to each of the applications, wherein the central application communicates via Hypertext Transfer Protocol (HTTP) servlets or in Simple Object Access Protocol (SOAP) envelopes;

analyzing data in the repository database to uncover patterns and relationships relating to the customers' rental activities and histories, wherein the repository database includes a first component for storing information regarding each of the service providers, a second component for storing information regarding each of the rental customers, and a third component for storing data that describes movie titles;

returning in response to the queries one or more of a recommended list, an order list, a user rating list, and a list of user infractions;

storing movie title information in the repository database, wherein the movie title information comprises movie title information from movie distributors;

making the movie title information accessible by the applications, and wherein making the movie title information accessible by the applications eliminates a need to manually enter information at the rental stores;

displaying a list of movie titles to a user;

displaying a combination of indicators from among a group comprising an in stock or out of stock indicator, an already rented/purchased indicator, an order command, an add to wish-list command, and an add to shopping cart command, and wherein customer historical data is used to display the indicators; and

displaying the indicators adjacent to each movie title on the list that allow the user to take action with respect to a particular movie title, wherein a click on an indicator initiates a corresponding action, wherein the user is enabled to take the action on a same movie title page that displays the list of movie titles without having to navigate to a separate movie title page in

order to take the action, and wherein there is no direct customer interaction with the central application.

2-12. (Canceled)

13. (Currently amended) A network service for applications used by service providers comprising:

a central application capable of communicating with at least two applications over a public network;~~and~~

a repository database for storing customer information that spans more than one of the service providers, wherein the service providers provide video rental services, wherein each service provider registers as clients with the central application through the at least two applications, wherein the customer information comprises one or more of a list of business customers, a customer wish list, customer rental history, and customer evaluations, wherein the central application stores the customer information in XML format, and communicating between the rental applications and the network service using XML messages, and wherein the repository database receives different customer information from each of the applications;

aggregating the customer information across the service providers, wherein the central application communicates via Hypertext Transfer Protocol (HTTP) servlets or in Simple Object Access Protocol (SOAP) envelopes, wherein the applications may query the repository database through the central application, thereby making the customer information accessible to each of the applications, wherein the central application analyzes data in the repository database to

uncover patterns and relationships relating to the customers' rental activities and histories, and wherein the central application returns, in response to the queries one or more of a recommended list, an order list, a user rating list, and a list of user infractions, wherein the repository database includes a first component for storing information regarding each of the service providers, a second component for storing information regarding each of the rental customers, and a third component for storing data that describes movie titles, wherein the central application stores movie title information in the repository database, wherein the movie title information comprises movie title information from movie distributors, wherein the central application stores makes the movie title information accessible by the applications, wherein making the movie title information accessible by the applications eliminates a need to manually enter information at the rental stores, wherein the central application displays a list of movie titles to a user, wherein the central application displays a combination of indicators from among a group comprising an in stock or out of stock indicator, an already rented/purchased indicator, an order command, an add to wish-list command, and an add to shopping cart command, wherein customer historical data is used to display the indicators, and wherein the central application displays the indicators adjacent to each movie title on the list that allow the user to take action with respect to a particular movie title, wherein a click on an indicator initiates a corresponding action, wherein the user is enabled to take the action on a same movie title page that displays the list of movie titles without having to navigate to a separate movie title page in order to take the action, and wherein there is no direct customer interaction with the central application.

14-34. (Canceled)

35. (Currently amended) A computer-readable medium containing program instructions for providing a business-to-business network service for rental applications used by rental chains, the program instructions for:

(a) providing a central application capable of communicating with at least two rental chain applications over a public network;

(b) providing a repository database for storing customer information that spans more than one of the rental chains, wherein each rental chain registers as clients with the central application through the at least two applications, and wherein the customer information comprises one or more of a list of business customers, a customer wish list, customer rental history, and customer evaluations;~~and~~

storing the customer information in XML format, and communicating between the rental applications and the network service using XML messages;

receiving different customer information from each of the applications;

aggregating the customer information across the service providers;

(c)—allowing the rental chain applications to query the repository database through the central application, thereby making the customer information accessible to each of the rental chain applications, wherein the central application communicates via Hypertext Transfer Protocol (HTTP) servlets or in Simple Object Access Protocol (SOAP) envelopes;

analyzing data in the repository database to uncover patterns and relationships relating to the customers' rental activities and histories, wherein the repository database includes a first component for storing information regarding each of the service providers, a second component

for storing information regarding each of the rental customers, and a third component for storing data that describes movie titles;

returning in response to the queries one or more of a recommended list, an order list, a user rating list, and a list of user infractions;

storing movie title information in the repository database, wherein the movie title information comprises movie title information from movie distributors;

making the movie title information accessible by the applications, wherein making the movie title information accessible by the applications eliminates a need to manually enter information at the rental stores;

displaying a list of movie titles to a user;

displaying a combination of indicators from among a group comprising an in stock or out of stock indicator, an already rented/purchased indicator, an order command, an add to wish-list command, and an add to shopping cart command, wherein customer historical data is used to display the indicators; and

displaying the indicators adjacent to each movie title on the list that allow the user to take action with respect to a particular movie title, wherein a click on an indicator initiates a corresponding action, wherein the user is enabled to take the action on a same movie title page that displays the list of movie titles without having to navigate to a separate movie title page in order to take the action, and wherein there is no direct customer interaction with the central application.